

# **Driver License Knowledge Finder**



## **The Business Problem**

- **Hundreds of pages of Driver License info**
- **FAQ lists unwieldy due to number of questions**
- **Navigation via links dependent on wording of link names**
- **Keyword searches assume knowledge of DMV terminology**



## **The Solution**

- **“Knowledge Base” similar to How Do I...? & Energy Brain knowledge bases on State Portal**
- **Leverages existing Portal infrastructure and development software (KANA IQ suite)**
- **Allows intuitive, customer-friendly searches through hierarchical lists of questions**



## FAQs/Search vs. DL Knowledge Finder

- **Scenario No. 1:**

*Ms. Smith moves to CA; can she drive using her out-of-state license that doesn't expire for 2 years?*

- **Scenario No. 2:**

*What can Mr. Jones do about confidentially reporting an elderly relative with deteriorating driving skills?*



## **Content Sources**

- **Content for response pages and the series of questions which guide customers to them**
- **Response Pages derived from existing FAQs and by deconstructing the Driver Handbook into “knowledge objects”**
- **Questions derived from existing FAQs and interviews with DMV telephone operators**





# Mapping Questions to Responses

- **From Front to Back:**

*Telephone Operators share customers' questions to which project team matches knowledge objects*

- **From Back to Front:**

*Existing knowledge objects mapped to questions provided by Telephone Operators; new questions composed where necessary*



## Demonstration of Knowledge Editor

- **Content creation**
- **Content revision**
- **Re-arranging or expanding hierarchical relationships between questions & objects**
- **An array of design choices available:**  
*decision trees, natural language, case-based reasoning*



### **Knowledge Finder a Success**

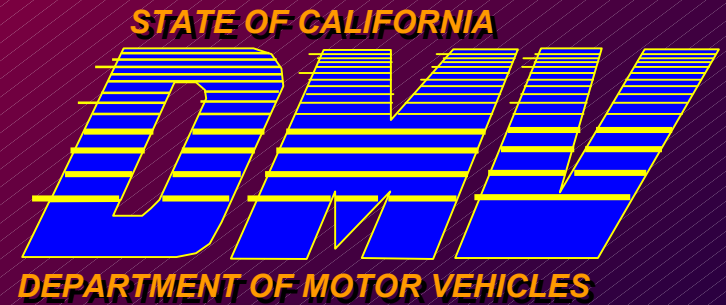
- **Implemented April 30, 2002**
- **Averaged 25,000 hits weekly during first few months; now averaging 35,000 hits weekly**
- **Usage patterns allow DMV to re-arrange content and restructure content to meet customers' areas of interest**





## Future Plans

- **Creation of Vehicle Registration KB and eventual integration with Driver Lic. KB**
- **Specialized KBs, e.g., *Driver Safety, Occ. Licensing***
- **Deployment on DMV's *intranet*:**
  - *replacement for technical manuals*
  - *real-time resource for telephone operators*
  - *orientation resource for new employees*



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